

THE SAARLAND AND THE UNITED STATES

The Saarland, one of Germany's smallest federal states, was a French protectorate from the end of World War II until 1957, at which point it was returned to Germany. Traditionally the cultural and economic ties between it and France have been very strong.

I. Economic and Business Connections

A. Investment

U.S. Investment in the Saarland

- In 2006, U.S. direct investment in the state amounted to 176 million euros, making it the second largest investor in the state behind France (1.2 billion euros). The Saarland's direct investment in the U.S. was an estimated 37 million euros in 2006.
- Five additional companies in the Saarland with a total of over 1,000 employees and sales over 400 million euros are partially owned by U.S. shareholders.
- In addition to the 6,500 employees at the Ford plant in Saarlouis, an additional number of 2,000 people work in the surrounding supplier park. The plant is the largest producer of the Ford Focus, which has been built there since August 1998. According to an automotive industry study, the plant in Saarlouis is an excellent example of flexible work processes and automation in the industry.
- Since the foundation of the plant in 1966, 3 billion euros have been invested in the area. Between 2002 and 2004, Ford invested 746 million euros in the facility. In addition to the employees directly engaged in Ford production, more than 25,000 additional jobs in the Saarland in the areas of automotive supply and sales have been created as a result. The plant spends around 4 million euros in the Saarland a day on automotive parts, electricity and water.

The Saarland Investment in the U.S.

- The most significant and biggest Saarland company operating in the U.S. is Villeroy & Boch. The 235 year old company is the world's largest ceramics maker. It produces everything from teacups to bathtubs at plants in Germany and Luxembourg and sells fine china through retailers and its own stores. It is based in Mettlach and has had a U.S. headquarters in Princeton, New Jersey since 1975. The company has an estimated 300 employees in the U.S. and annual sales of \$37.4 million.

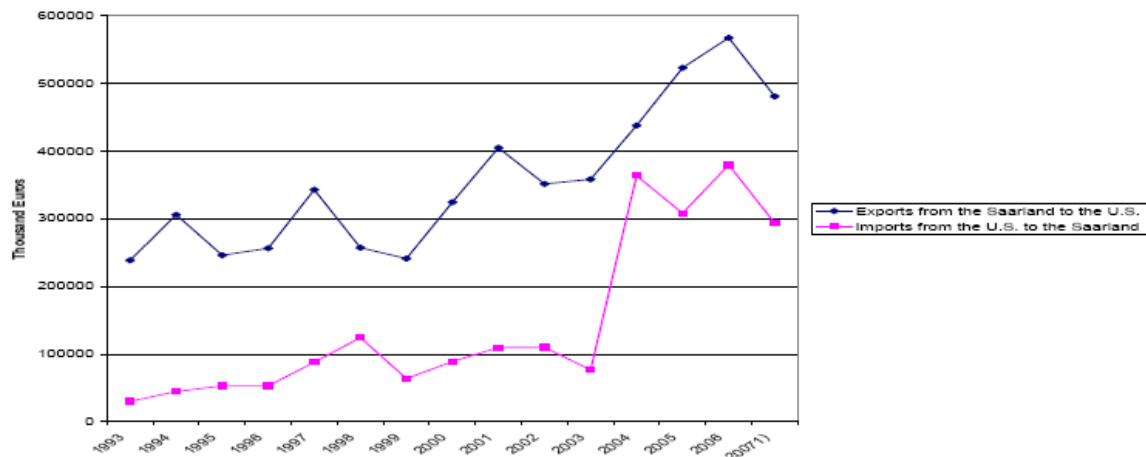
B. Trade

U.S. Trade with The Saarland

- The U.S. exported 312 million euros worth of goods to the Saarland in 2008, led by pharmaceuticals, automotive parts and tools.

The Saarland Trade with the U.S.

- The United States is the Saarland's largest trading partner. Total exports in 2008 to the U.S. totaled 401 million euros, based primarily in automotive parts (210 million euros) and steel wire (105 million euros).



II. People to People Connections

A. Tourism from the U.S.

- Total arrivals from the U.S. to the Saarland declined 6.9% from 2007 to 2008, while overnights dropped 8.3%. American tourists accounted for 4,590 arrivals and 14,357 overnights in 2008, accounting for 5.4% of total tourism in the Saarland.

B. Resident Citizens and Emigrants

- The U.S. also has significant ties with the Saarland. At 31.12.2008, 772 Americans have been living in Saarland, 447 of them male, 325 female. The biggest single employer is Ford, with 6,500 employees at a production plant in Saarlouis.

III. Research & Technology Connections

A. Universities and Technical Colleges

- College of Technology and Economics, Hochschule für Technik und Wirtschaft (HTW)
- Carnegie Mellon University, Pittsburgh
- James Madison University, Harrisonburg, Virginia
- Pfeiffer University, Charlotte, North Carolina
- Southern Oregon University
- Texas A&M University

IV. Educational & Cultural Exchanges

A. Educational

Cooperation Agreements with U.S. Universities:

- University of Saarland
- Howe School of Technology Management am Stevens Institute of Technology, Hoboken, New Jersey
- University of Missouri
- Boise State University, Illinois
- Occidental College, Los Angeles
- Hillsdale College, Michigan
- Cullen College of Engineering, Univ. of Texas, Houston
- Texas A&M University
- University of Washington
- University of Utah

B. Foundations

- The German-American Institute in Saarbrücken is the successor institution to the Saarbrücken Amerika Haus and is one of nine German-American Institutes in Germany. The non-profit center is supported by the Saarland state government, the city of Saarbrücken, and the German Foreign Ministry. The German-American Institute provides information on social, cultural, political, and economic issues in the U.S. and Germany to the general public. Its activities include lectures, seminars, and discussions, musical events, films and exhibitions.

C. Partnerships

- The county partnership between Saarpfalz-Kreis and Henrico County (Virginia) was originally facilitated by the German-American Institute Saarbrücken in 1994. It began with a visit to the Saarland by Fred T. Agostino, executive director of the Henrico County Industrial Development Authority. The partnership has grown from initial economic contacts to include several student exchange groups from high schools in the Saarpfalz-Kreis and Henrico County as well as visits by various other official delegations.

V. U.S. Military and Government Presence

N/A

U.S. Consulate General Frankfurt. September 2009.